

Appendix table 8-39.

Frequency of reading astrology reports, by selected characteristics: 1985–99 (selected years)

| Characteristic | 1985 | 1988 | 1990 | 1992 | 1997 | 1999 |
|---|------|------|------|------|------|------|
| Percent | | | | | | |
| All adults | | | | | | |
| Every day | 9 | 9 | 9 | 8 | 7 | 6 |
| Quite often | 6 | 8 | 8 | 7 | 8 | 6 |
| Just occasionally | 37 | 33 | 33 | 35 | 33 | 32 |
| Almost never | 13 | 13 | 12 | 13 | 12 | 17 |
| Never | 35 | 37 | 38 | 37 | 38 | 39 |
| Do not know | <1 | 0 | 0 | 0 | 2 | <1 |
| Male | | | | | | |
| Every day | 8 | 6 | 5 | 6 | 3 | 4 |
| Quite often | 5 | 4 | 4 | 6 | 6 | 4 |
| Just occasionally | 30 | 30 | 29 | 29 | 32 | 26 |
| Almost never | 14 | 15 | 14 | 14 | 13 | 18 |
| Never | 43 | 45 | 48 | 45 | 44 | 48 |
| Do not know | <1 | 0 | 0 | 0 | 2 | 0 |
| Female | | | | | | |
| Every day | 10 | 13 | 12 | 10 | 10 | 7 |
| Quite often | 6 | 11 | 11 | 9 | 9 | 7 |
| Just occasionally | 44 | 37 | 37 | 40 | 35 | 37 |
| Almost never | 12 | 10 | 11 | 12 | 11 | 16 |
| Never | 27 | 29 | 29 | 29 | 33 | 33 |
| Do not know | <1 | 0 | 0 | 0 | 2 | <1 |
| Less than high school graduate | | | | | | |
| Every day | 11 | 13 | 13 | 10 | 11 | 11 |
| Quite often | 7 | 8 | 7 | 9 | 8 | 7 |
| Just occasionally | 31 | 28 | 28 | 35 | 32 | 26 |
| Almost never | 11 | 10 | 9 | 14 | 6 | 15 |
| Never | 39 | 41 | 43 | 32 | 43 | 41 |
| Do not know | <1 | 0 | 0 | 0 | <1 | <1 |
| High school graduate | | | | | | |
| Every day | 10 | 8 | 9 | 9 | 7 | 5 |
| Quite often | 5 | 9 | 8 | 8 | 9 | 6 |
| Just occasionally | 40 | 36 | 36 | 37 | 35 | 34 |
| Almost never | 13 | 13 | 12 | 11 | 13 | 17 |
| Never | 32 | 35 | 35 | 35 | 34 | 38 |
| Do not know | <1 | 0 | 0 | 0 | 2 | 0 |
| Baccalaureate and higher | | | | | | |
| Every day | 5 | 6 | 4 | 5 | 4 | 3 |
| Quite often | 5 | 5 | 6 | 4 | 4 | 4 |
| Just occasionally | 37 | 33 | 30 | 29 | 29 | 30 |
| Almost never | 16 | 16 | 18 | 16 | 15 | 20 |
| Never | 36 | 40 | 42 | 46 | 44 | 43 |
| Do not know | <1 | 0 | 0 | 0 | 4 | 0 |
| Attentive public to science and technology^a | | | | | | |
| Every day | 12 | 17 | 13 | 15 | 13 | 7 |
| Quite often | 6 | 8 | 5 | 4 | 9 | 3 |
| Just occasionally | 33 | 30 | 38 | 27 | 30 | 33 |
| Almost Never | 13 | 11 | 10 | 11 | 12 | 16 |
| Never | 36 | 34 | 34 | 43 | 32 | 41 |
| Do not know | 0 | 0 | 0 | 0 | 4 | 0 |

See explanatory notes, if any, and SOURCE at end of table.

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Frequency of reading astrology reports, by selected characteristics: 1985–99 (selected years)

| Characteristic | 1985 | 1988 | 1990 | 1992 | 1997 | 1999 |
|---|-------|-------|-------|-------|-------|-------|
| Sample size | | | | | | |
| All adults | 2,005 | 2,041 | 2,033 | 1,004 | 2,000 | 1,882 |
| Male | 950 | 958 | 964 | 486 | 930 | 900 |
| Female | 1,054 | 1,084 | 1,070 | 533 | 1,070 | 982 |
| Less than high school graduate | 507 | 530 | 495 | 215 | 420 | 403 |
| High school graduate | 1,147 | 1,158 | 1,202 | 623 | 1,188 | 1,111 |
| Baccalaureate and higher | 349 | 353 | 336 | 203 | 392 | 368 |
| Attentive public to science and technology ^a | 235 | 233 | 229 | 105 | 288 | 216 |

NOTE: Responses are to the following question: "Do you ever read a horoscope or your personal astrology report? (If yes:) Do you read an astrology report every day, quite often, just occasionally, or almost never?"

^aTo be classified as attentive to a given policy area, an individual must indicate that he or she is "very interested" in that issue area, report that he or she is "very well informed" about it, and be a regular reader of a daily newspaper or relevant national magazine. Citizens who report that they are "very interested" in an issue area, but who do not think that they are "very well informed" about it, are classified as the "interested public." All other individuals are classified as members of the "residual public" for that issue area. The attentive public for science and technology combines the attentive public for new scientific discoveries and the attentive public for new inventions and technologies. Any individual who is not attentive to either of those issues but who is a member of the interested public for at least one of those issues is classified as a member of the interested public for science and technology. All other individuals are classified as members of the residual public for science and technology.

SOURCES: National Science Foundation, Division of Science Resource Studies (NSF/SRS), *NSF Survey of Public Attitudes Toward and Understanding of Science and Technology, 1999* (and earlier years). For a complete set of data from the survey, see J.D. Miller and L. Kimmel, *Public Attitudes Toward Science and Technology, 1979–1999, Integrated Codebook* (Chicago: International Center for the Advancement of Scientific Literacy, Chicago Academy of Sciences, 1999); and unpublished tabulations.

See page 8-32 in Volume 1.

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